

## FY2015 Serving Sandy Springs Application and Award Recommendation

On Monday, October 20, 2014, the City of Sandy Springs closed its FY2015 Serving Sandy Springs Non-profit Funding Program application window. This year, the City received 13 applications, with funding requests ranging from \$4,025 to \$15,000, and a median funding request of \$7,000.

To evaluate the submittals, a small committee (Evaluation Team) was formed, inclusive of:

- Michael Casey, City Clerk
- Karen Ellis, Finance Director
- Raquel Gonzalez, Executive Assistant, City Manager's Office
- Kathy Williams, Staff Attorney

After a review of the applications, the Evaluation Team submits the following funding recommendation, providing support to nine organizations, and awarding a total of \$49,906 of the available budget of \$50,000. The Evaluation Team ultimately tried to provide funding to as many eligible proposed projects as possible.

Organization Name	Number of Clients Served Annually	Number of Residents Served Annually	Amount Requested	Amount Requested per Resident Served	Award
Act 3 Productions, Inc.	2500	1500	\$ 10,000	\$ 6.67	\$ 6,250
Am Yisrael Chai	1200	800	\$ 5,250	\$ 6.56	\$ 3,250
Art Sandy Springs	9200	1200	\$ 6,000	\$ 5.00	\$ 3,750
Friends of Benson	1700	1530	\$ 10,000	\$ 6.54	\$ 10,000
Friends of North Springs High School Foundation	1600	1600	\$ 5,000	\$ 3.13	\$ 5,000
Heritage Sandy Springs	75000	65000	\$ 4,025	\$ 0.06	\$ 2,645
Horizons Atlanta	120	120	\$ 11,000	\$ 91.67	
Housing Initiative of North Fulton, Inc./ HomeStretch	171	26	\$ 5,000	\$ 192.31	
Keep North Fulton Beautiful	20000	20000	\$ 7,000	\$ 0.35	\$ 5,775
Mary Hall Freedom House, Inc.	400	400	\$ 10,000	\$ 25.00	\$ 2,500
Sandy Springs Education Force	11000	10450	\$ 15,000	\$ 1.44	\$ 10,736
Sandy Springs Tennis Association	250	250	\$ 4,500	\$ 18.00	
The Sandy Springs Society, Inc	10108	7808	\$ 7,195	\$ 0.92	
		<b>Total</b>	<b>\$ 99,970</b>		<b>\$ 49,906</b>
		Mean	\$ 7,000		
	<b>Applications Received</b>	<b>13</b>			
	<b>Applications Awarded</b>	<b>9</b>			
	<b>Award Total</b>	<b>\$ 49,906.00</b>			

The Evaluation Team utilized the City's Non-Profit Funding Support Policy, adopted by Mayor and Council on March 6, 2014, to evaluate applications. The Policy sets the evaluation criteria for all non-profit funding requests as follows:

1. Is the City receiving the best value for the resources requested? (75%)
  - a. Does the request carry out a public purpose?
  - b. Does the request further a City-adopted priority?
  - c. Is there a strong need in the City for this organization's program/services?
  - d. How many City residents are/will be served by the non-profit organization's program?
  - e. Are the goals or outcomes and plan for the Resources clearly defined and quantifiable? Do they match the mission of the organization?
  - f. Is the proposed project achievable within the fiscal year?

- g. If education-related, have test scores, promotion or graduation rates, or student achievement outcomes improved as a result of the non-profit organization's programs?
  - h. Is the amount of resources requested reasonable and realistic for the proposed project or event? How long has the non-profit organization been in existence? Does the non-profit organization have a proven track record of service provision? Does the organization have a high level of coordination and collaboration with other relevant agencies/organizations serving similar populations?
2. Is the non-profit organization accessing all available resources? (25%)
- a. Do the financial records of the organization indicate fiscal accountability?
  - b. Do the organization's financial statements demonstrate an effective accounting of funds?
  - c. Is the majority of the organization's income spent on programs rather than administrative expenses?
  - d. What percentage of the non-profit organization's budget is raised through fees for service or admission; federal, state or local funding; foundation funding; individual donations, or other revenue sources?
  - e. Does the ratio between funds expended and number of residents served demonstrate efficient use of funding?
  - f. Are the salaries paid to staff appropriate for similar positions in similarly sized organizations?

The review and evaluation process for the applications was comprised of individual reviews by the Evaluation Team, followed by a final group discussion to determine consensus for award recommendations, guided by the evaluation criteria set-forth in the Non-profit Funding and Support Policy. The determined consensus is as follows:

<b>Applicant:</b> Act 3 Productions	<b>Request:</b> \$10,000	<b>Recommendation:</b> \$6,250
<b>City Priority Category: Recreation &amp; Cultural Enhancement</b> Act 3 Productions requested funding to support the production of three stage-plays for their 2014-2015 season. Act 3 is a local non-profit, supplying locally produced stage plays to Sandy Springs. Act 3 Productions has strategically integrated itself into the fabric of the local culture by coordinating efforts with other for-profit and non-profit organizations such as: area restaurants, Mary Hall Freedom House, Lake Forest Elementary School, Leadership Sandy Springs, and Art Sandy Springs.  In its FY2015 Application, Act 3 Productions proposes to provide services to 700 Sandy Springs residents, including children, adults and seniors. The requested funds will support the productions with program supplies (awards, costumes, props, etc.); contracted professional services related to the specific program for which funds are requested (advertisement, construction manager, choreographer); and various fees (theatrical rights, scripts, etc.).  The Evaluation Team recommends funding the request at \$6,250.		

<b>Applicant:</b> Am Yisrael Chai	<b>Request:</b> \$5,250	<b>Recommendation:</b> \$3,250
<b>City Priority Category: Recreation &amp; Cultural Enhancement</b> Am Yisrael Chai, a non-profit Holocaust Education and Awareness organization, requested funding to host a Holocaust remembrance event on January 25, 2015, themed <b>Justice and Response: Lessons Learned from the Holocaust</b> . This event consists of guest speakers and lectures, a candle lighting ceremony, as well as featuring an exhibit entitled "Pursuing Justice: Nuremberg's Legacy," to be displayed at the Anne Frank Exhibit in Sandy Springs.  The Evaluation Team recommends funding Am Yisrael Chai Holocaust remembrance event as requested, minus expenses for food and catering (\$1,500) and guest hotel accommodations (\$500), for a total deduction of \$2,000. Awarded funds include the cost for the "Pursuing Justice: Nuremberg's Legacy"		

exhibit, venue/security fees, program supplies, and photography and videography professional services.

The Evaluation Team recommends funding the request at \$3,250.

<b>Applicant:</b> Art Sandy Springs	<b>Request:</b> \$6,000	<b>Recommendation:</b> \$3,750
<b>City Priority Category: Recreation &amp; Cultural Enhancement</b> Art Sandy Springs requested City support for the production of their 2015 ShowStoppers event. ShowStoppers is an annual talent competition for area youth, which includes choreographed and group activities, as well as individual coaching for participating children and teens.  The Evaluation Team recommends funding the request at \$3,750.		

<b>Applicant:</b> Friends of North Springs Foundation	<b>Request:</b> \$5,000	<b>Recommendation:</b> \$5,000
<b>City Priority Category: Recreation &amp; Cultural Enhancement; Economic Development</b> The Friends of North Springs Foundation requested funding to support North Springs Charter High School's Theater Tech department, by upgrading outdated theater equipment. North Springs Charter High School operates several learning and career academies, including the Visual and Performing Arts Magnet program. The theater is operated by a professional staff and students. In addition to hosting internal plays, shows, events and other productions, the school's theater provides performance and event space for local civic organizations, such as the League of Women Voters, Leadership Sandy Springs, Art Sandy Springs, and the Sandy Springs Education Force.  The application requested support for equipment purchases, including a fader wing and dataplex cables, a new microphone, and other supplies.  The Evaluation Team recommends funding the request in its entirety at \$5,000.		

<b>Applicant:</b> Friends of Benson	<b>Request:</b> \$10,000	<b>Recommendation:</b> \$10,000
<b>City Priority Category: Recreation &amp; Cultural Enhancement</b> The Friends of Benson, Inc. requested funding to upgrade one outdoor bocce court at the Dorothy C. Benson Senior Multipurpose Complex. Annually, the Benson Center provides adult daycare, therapeutic, social, developmental and recreational activities and services to more than 1500 Sandy Springs citizens (those aged 55 and older).  In its application, Friends of Benson outlined how and when the funding will be used, as well as also the programming that is planned for the upgraded bocce court. Benson Center plans to host regular bocce lessons and quarterly bocce tournaments through Benson's fitness program. Tournaments will be advertised to senior residential and day programs in Sandy Springs and surrounding communities.  The application requested funds for materials to resurface the existing court site, game equipment and supplies, as well as minimal funding to advertise and promote the new court.  The Evaluation Team recommends funding the request in its entirety at \$10,000.		

<b>Applicant:</b> Heritage Sandy Springs	<b>Request:</b> \$4,025	<b>Recommendation:</b> \$2,645
<b>City Priority Category: Recreation &amp; Cultural Enhancement</b>  Heritage Sandy Springs requested funds to support the 2015 Storytelling Festival, in collaboration with the Mount Vernon Presbyterian School, the Southern Order of Storytellers, and PeachSeed Youth Storytelling festivals. The community event is marketed for individuals ages 2 through adult. Heritage Sandy Springs will produce a four-hour event, comprised of performances, hands-on workshops, and participatory youth workshops.		

The application requested funds for professional services directly related to the program (sound engineers, storyteller honorariums, workshop facilitators, set-up and breakdown staff), supplies, and marketing materials.

The Evaluation Team recommends funding the request, minus the add-on costs for administrative support (\$1,380), for an award of \$2,645.

<b>Applicant:</b> Horizons Atlanta	<b>Request:</b> \$11,000	<b>Recommendation:</b> \$0
<p><b>City Priority Category: Recreation &amp; Cultural Enhancement</b></p> <p>Horizons Atlanta, based at Holy Innocent Episcopal School, requested funds to support its summer program, which “closes the opportunity gap for economically disadvantaged children by offering a high-quality learning experience outside of the traditional school year.” The Horizon’s summer school program provides academic enrichment and recreational programming to low income families, primarily serving students from High Point Elementary School, Lake Forest Elementary School, and Ridgeview Middle School.</p> <p>Horizons requested funds to hire a professional swim director at the cost of \$2,400 (\$50/hour), as well as a professional swim assistant at the cost of \$1,600 (\$33/hour). Horizons also requested an additional \$7,000 for facility rentals, for a total project request of \$11,000.</p> <p>Although the Evaluation Team agreed that Horizons proposed a noteworthy project, there are several summer camp programs offered throughout the City, many serving the same population of low-income families. The City itself offers a variety of summer camp enrichment programs through the Recreation and Parks department. When the City has hired swim coaches, the City has paid instructors at a lower rate. A review of Horizons Atlanta’s program budget suggests a high administrative allocation versus program investment.</p> <p>The Evaluation Team does not recommend funding this request.</p>		

<b>Applicant:</b> Housing Initiative of North Fulton, Inc. (HomeStretch)	<b>Request:</b> \$5,000	<b>Recommendation:</b> \$0
<p><b>City Priority Category: Economic Development</b></p> <p>HomeStretch (Housing Initiative of North Fulton, Inc.) provides temporary housing and case management services for homeless working families with minor children in north-metro Atlanta. The application requested salary and benefits for two program positions. According to the non-profit policy, “Resources shall not be granted to support operational, administration or fund raising functions.” As detailed in their application, the Evaluation Team determined the funding requested to be that of operational expenses.</p> <p>The Evaluation Team does not recommend funding this request.</p>		

<b>Applicant:</b> Keep North Fulton Beautiful	<b>Request:</b> \$7,000	<b>Recommendation:</b> \$5,775
<p><b>City Priority Category: Natural Resource Protection</b></p> <p>Keep North Fulton Beautiful has requested \$7,000 to purchase a “bulb eater” machine to recycle fluorescent lamps, in order to provide the community “with a safe, convenient, and responsible way to dispose of spent fluorescent tubes and compact fluorescent lamps (CFLs).” Objectives identified include: (1) create an awareness campaign of the importance of recycling fluorescent lamps, to prevent the release of mercury into the environment; and (2) have the ability to collect and recycle fluorescent lamps and CFLs on an ongoing basis at the Sandy Springs Recycling Center, and at special collection events.</p> <p>The application indicates that collection sites are currently available in Sandy Springs at local home improvement retailers for citizens to recycle CFLs, but not U-shaped fluorescent lamps or linear fluorescent lamps. The requested “bulb eating” machine will allow for the safe disposal of all spent fluorescent tubes and compact fluorescent lamps.</p>		

The application requested funds to purchase a bulb eater (including supplies and shipping) at a rate of \$5,775, as well as the processing fees for waste disposal, at the cost of \$1,255 (or 5 drums at the rate of \$245 per drum).

The Evaluation Team recommends funding this request for the cost of the bulb eater machine, its necessary supplies and shipping fees for an award of \$5,775.

<b>Applicant:</b> Mary Hall Freedom House	<b>Request:</b> \$10,000	<b>Recommendation:</b> \$2,500
<b>City Priority Category: Economic Development</b> Mary Hall Freedom House provides housing, food, clothing, childcare, employment, training and mental health treatment services to women recovering from substance abuse. Mary Hall Freedom House requested funding to support its WorkNOW initiative, which currently provides job readiness training, computer literacy, GED preparation and employment assistance to 400 Sandy Springs women. The request included \$7,500 for client expenses and employment-related travel, and \$2,500 for workshop costs, office supplies and classroom materials.  The Evaluation Team recommends funding the Mary Hall Freedom House WorkNOW project with an award of \$2,500 for workshop costs, office supplies and classroom materials.		

<b>Applicant:</b> Sandy Springs Education Force	<b>Request:</b> \$15,000	<b>Recommendation:</b> \$10,736
<b>City Priority Category: Economic Development <input type="checkbox"/> Public Safety <input type="checkbox"/> Recreational and Cultural Enhancement</b> Sandy Springs Education Force operates an afterschool program (After School All Star Program) at Sandy Springs Charter Middle School, “primarily for our mostly economically disadvantaged students.” Approximately 175 students are enrolled annually. All students who receive free and reduced lunch (97% of children in program) are able to attend tuition free. Students who do not qualify for the scholarship pay \$200 per quarter.  The application requested funding to “pay for 25 economically disadvantaged students at \$600 each, or \$15,000.” To determine program costs, SSEF totaled all expenses (including costs for 22 academic and enrichment teachers, an after school coordinator, payroll expenses, insurance and benefits), and divided all expenses by student participants. Additionally, wages, payroll expenses, insurance and benefits account for 80% of the program budget.  The Evaluation Team determined support was worthwhile, however, could not award funding for wages and payroll expenses. The Evaluation Team recommends funding the request at \$10,736.		

<b>Applicant:</b> Sandy Springs Society	<b>Request:</b> \$7,195	<b>Recommendation:</b> \$0
<b>City Priority Category: Recreation and Cultural Activities <input type="checkbox"/> Economic Development</b> Sandy Springs Society is “a charitable organization of women dedicated to improving the quality of life in Sandy Springs by supporting not for profits in our community.” The application requested funding to stage the Tossed Out Treasures event, which is an annual three-day resale event, made available to all Sandy Springs residents and visitors. After expenses, proceeds from the event are used for philanthropic purposes.  The \$7,195 request is comprised of cost for table rentals, table set-up and breakdown labor, dumpster rental, security (SSPD off-duty officers), and signage.  The Evaluation Team does not recommend funding this request.		

<b>Applicant:</b> Sandy Springs Tennis Association	<b>Request:</b> \$4,500	<b>Recommendation:</b> \$0
<p><b>City Priority Category: <i>Recreation and Cultural Activities</i></b></p> <p>The Sandy Springs Tennis Association operates an afterschool program for kids in Grades 1-5 called Kidsluvtennis. The program is provided to all children in area elementary schools. The organization requested funds to provide salaries for two Tennis Pros, at negotiated rates of \$35/ hour.</p> <p>Because the Kidsluvtennis program is a regular, bi-annual program, the Evaluation Team determined that the request for salaries for program staff is an administrative/operational function.</p> <p>The Evaluation Team does not recommend funding this request.</p>		

The Evaluation Team reviewed each application received for consistency as related to the evaluation criteria of the Non-profit Funding and Support Policy. Budget requests and/or projects not transparently consistent with the City's support policy were determined ineligible for funding.